

**Amendments to Claims / Listing of Claims:**

This listing of claims replaces prior version(s).

1-20. (*Cancelled*)

21. (**NEW**) An interactive digital television set-top apparatus for coupling to a network comprising:

an interface for receiving a video stream from the network;

a controller for causing the video stream to be stored in a digital video recorder, such stored video being accessible for play-back using a software search agent; and

a sensor for generating a real-time signal for transmission via the network interface, the real-time signal enabling such set-top apparatus to be classified in a promotional group for targeted messaging, whereby a promotion video stream is directed to the set-top apparatus adaptively in response to the real-time signal.

22. (**NEW**) The apparatus of claim 22 wherein:

the sensor comprises a DNA or protein probe, whereby the promotion video stream comprises a tele-medicine application associated with sensed DNA or protein.

23. (**NEW**) The apparatus of claim 22 wherein:

the sensor comprises a GPS location device, whereby the promotion video stream comprises a vehicular or mobile application associated with sensed location.

24. (NEW) An interactive digital television set-top method comprising the steps of:

- receiving a video stream from via a network interface;
- storing the video stream in a digital video recorder for play-back, such stored video being accessible using a software search agent; and
- generating a sensor signal for transmission via the network interface, the signal enabling set-top classification in a promotional group for targeted messaging, whereby a promotion video stream is directed adaptively in response to the signal.

25. (NEW) The method of claim 24 wherein:

- the signal is generated by a DNA or protein probe, whereby the promotion video stream comprises a tele-medicine application associated with sensed DNA or protein.

26. (NEW) The method of claim 25 wherein:

- the signal is generated by a GPS location device, whereby the promotion video stream comprises a vehicular or mobile application associated with sensed location.